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Mongolian consulate opens in Saskatchewan

Mongolia's Minister for Foreign Affairs, Tsend Munh-Orgil, recently announced the opening of a Mongolian consulate in Regina in response to Saskatchewan's, and Canada's, increasing economic cooperation with that country.

Tim Marshall, a trade specialist with the Saskatchewan Trade & Export Partnership (STEP), was named Honorary Consul for Mongolia in Saskatchewan. He will be responsible for consular duties, trade promotion, and encouraging investments in Mongolia.

"I intend to work hard to encourage Saskatchewan businesses to investigate the tremendous opportunities that exist in Mongolia," says Marshall. "Much of Mongolia's mineral wealth is

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Prime Minister Paul Martin and Mongolian President Natsagiin Bagabandi met in Ottawa in late October. The leaders reaffirmed their shared commitment to enhance bilateral relations.

Learning the language of international finance

International finance can be one of the most intimidating elements of exporting. Yet mastering the terms used in international transactions is critical for the exporter. Some of the more common terms include:

Cash in advance

The benefits to the exporter are obvious. Cash in advance of the shipment or provision of the service relieves the exporter of collection problems while at the same time making the money available to the business. The drawback to this payment method is that the buyer assumes more risk. This is the most secure form of payment for the exporter; however, it is the least appealing to the buyer.

Letter of credit

The exporter may be able to address a buyer's concerns regarding the cash in advance option by employing letters of credit. A letter of credit serves as the buyer's promise to pay. Even better, it is a promise backed by the buyer's bank. Payment is ensured once the exporter has complied with all the terms and conditions of the letter of credit. It is critical that the terms in the letter of credit be verified as accurate. Prior to payment, the bank responsible for making payment verifies that all documents are exactly as required by the letter of

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still to be explored and Saskatchewan agricultural technology fits in well with prevailing conditions there. Mongolia's unique culture and tourism possibilities may also contribute to our growing relationship," adds Marshall.

Munh-Orgil also touched on the many similarities between Saskatchewan and Mongolia.

"Our prairies, forests, lakes and climate, with hot dry summers and extremely cold winters, all have much in common," says Munh-Orgil. "We also have similar agricultural problems like soil erosion and low precipitation. Canada and Saskatchewan are working with Mongolia to build an open economy and the province is active in both the agricultural and mining sectors in Mongolia. It is essential that Mongolia has a strong and professional presence in Saskatchewan."

Opportunities

Mongolia is a landlocked democracy that is strategically located between Russia and China. While opportunities exist in many different sectors, sizeable ones exist in the agricultural and mining sectors. Mongolia's agriculture sector currently produces wheat, barley, oats and vegetables. The modernization of this sector, using state-of-the-art Saskatchewan technology, can greatly increase productivity for Mongolia's agricultural industry.

The country also has a rich natural resource base which includes gold, coal, copper, uranium, iron, phosphate, tin, nickel, zinc and oil. Canadian companies have already capitalized on Mongolia's liberal foreign investment and mining regime, which has led to increased bilateral trade in recent years. Also, Canada and Mongolia have a tax convention in place designed to avoid double taxation.

For more information, contact Tim Marshall, Honorary Consul for Mongolia in Saskatchewan, tel.: (306) 787-2191, e-mail: tmarshall@sasktrade.sk.ca.

At the opening of the Mongolian consulate in Saskatchewan were, from left: John Treleaven, President and CEO of the Saskatchewan Trade and Export Partnership, Tim Marshall, Honorary Consul for Mongolia in Saskatchewan, and Galsan Batsukh, Mongolian Ambassador to Canada.

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International finance

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credit. Any discrepancies, even typographical errors, can result in delays in payment.

Documentary collection

This payment method allows the exporter to ship goods to the buyer while retaining the title documents until the buyer pays for the goods or provides an acceptable bill of exchange (a cheque is a simple form of a bill of exchange). Invoices, shipping documents and related commercial documents are used to obtain payment from the buyer.

Open account

The least secure yet most competitive method of payment for foreign transactions, the open account may be the option of choice when the buyer is reputable and has been thoroughly researched for any credit and payment problems. Simply put, the exporter bills the customer for goods or services based on agreed terms at a future date. Open account is becoming more common in the global economy. However, the absence of documents and banking intervention can make collection and legal action more difficult if the transaction is not honoured.

For more information about the language of international finance and planning your export ventures, go to http://exportsource.ca or call Team Canada Inc's toll-free Export Information Service at 1 888 811-1119.

Canada-U.S. trade facts and figures

World's largest trading relationship grows stronger

Trade and economic interests span the globe, but the scope and scale of the movement of goods, services, investment, people and ideas between the United States and Canada make this a unique partnership.

Co-operation has produced tremendous benefits to both nations. In 2003, two-way trade in goods and services surpassed $441.5 billion, making the U.S.–Canada trading relationship the largest in the world. In 2003, the U.S. sold $195.8 billion worth of goods and services to Canada and received $245.8 billion worth of goods and services from Canada.

Some 37,000 trucks cross the border between the two countries each and every day and 58% of these cross at only five key border crossings—the Ambassador Bridge, Sarnia, Fort Erie, Lacolle and the Pacific Highway.

In fact, Canada has been the leading destination for U.S. exports since 1946. From cars to computers, Canada buys more goods and services from the U.S. than any other country in the world. One-fifth of all U.S. exports went to Canada in 2003.

Thirty-seven states count Canada as their number one foreign customer; Canada is the most important destination of exports for most of the states along the border, the northeast and central U.S., and as far south as Missouri and Georgia. In fact, 23 states sent more than one-quarter of their exports to Canada in 2003.

Since the implementation of the Canada–U.S. Free Trade Agreement in 1989 and the North American Free Trade Agreement in 1994, there has been a dramatic increase in two-way interdependence between the two economies.

U.S. exports bound for Canada more than doubled between 1989 and 2003, from $79.9 billion to $169.8 billion. Over the same period, U.S. imports from Canada increased from $89.9 billion to $226.9 billion.

In 2003, for example, merchandise trade accounted for 86.7% of total U.S. exports to Canada and 92.3% of total imports from Canada. Nearly 60% of U.S. wood and paper imports came from Canada in 2002, despite the softwood lumber dispute between the two countries.

Integration nations

These trade numbers are due, in part, to the high degree of integration between Canadian and U.S. industry. Over 40% of U.S. trade with Canada is intra-firm, that is, trade occurring between parts of the same firm operating on both sides of the border.

The automotive industry is a prime example of this: every vehicle assembled in North America now contains nearly $1,250 of Canadian-made parts.

Trade between the U.S. and Canada contributes to making both countries more competitive internationally, provides consumers and producers with a greater variety of goods and services at lower prices and generally improves the standard of living in both countries.

For more information, contact International Trade Canada's United States Business Development Division, tel.: (613) 944-5726, fax: (613) 944-9119.

Make the call at Wireless 2005

New Orleans, Louisiana —March 14-16, 2005 — The Cellular Telecommunications & Internet Association (CTIA) is organizing **WIRELESS 2005**, the premier event to exchange ideas, create partnerships and collaborate to bring wireless telecommunications to new heights. This event draws attendees from dozens of industries in more than 80 countries, from providers and users, to developers, buyers and manufacturers.

The Canadian pavilion at this event, organized by International Trade Canada, will give Canadian companies direct access to a highly influential and targeted international audience of business technology buyers.

For more information, contact Sandra Matthews, OCRI Global Marketing, e-mail: smatthews@ocri.ca, tel.: (613) 828-6274, ext. 252.

Onward and eastward

Seminar to focus on Europe's 'new frontier'

TORONTO — February 16, 2005 — The Munk Centre for International Studies is organizing a business seminar on Bulgaria, Romania, Serbia and Montenegro, Croatia and Turkey entitled *Europe's New Frontier: Business and Investment Strategies In South Eastern Europe*.

The seminar will outline the opportunities and challenges of doing business in a region that is generally not well known to Canadian business. There will be two keynote speakers: Erhard Busek, Special Coordinator of the Stability Pact for Southeastern Europe, and Peter Munk, Chairman of Barrick Gold Corporation.

There will also be a four-panel discussion on different business sectors and a panel on finance that will be chaired by a specialist with Export Development Canada. This will be a unique opportunity to learn about the experiences of successful Canadian firms in the region.

For more information, contact Professor Robert Austin, Centre for Russian and East European Studies, University of Toronto, tel.: (416) 946-8942, e-mail: robert.austin@utoronto.ca, or Brian Hood, International Trade Canada, Central Europe and Eastern Mediterranean Division, tel.: (613) 944-1562, fax: (613) 944-3107, e-mail: brian.hood@international.gc.ca.

Turkey, Canada sign medicine MOU

Gazi University of Ankara and Halifax's Dalhousie University signed a memorandum of understanding (MOU) in October to facilitate academic relations and cooperation in the field of medicine. The agreement will focus on cooperation in faculty and curriculum development, staff and student exchanges, cooperative research, the exchange of scientific information and joint project development.

Gazi University is interested in incorporating Dalhousie's expertise in problem-based learning and communication skills into its own medical education curriculum. Dalhousie is looking to deliver workshops on these topics as soon as spring 2005. Dalhousie sees this as an opportunity to enhance its presence and credibility in Turkey with possible future subcontracting opportunities.

For more information, contact International Trade Canada's Baltic, Central European and Eastern Mediterranean Countries Division, tel.: (613) 996-2858, fax: (613) 995-8756.

Canada's oil and gas expertise showcased in Kazakhstan

Last October, the Canadian Embassy in Kazakhstan, together with Alberta Economic Development, hosted a Canadian pavilion at the **Kazakhstan International Oil and Gas Exhibition** (KIOGE).

Since 1993, its first year, KIOGE has become a major regional oil and gas show. In 2004, more than 400 oil and gas companies displayed at the exhibition, and over 15,000 visitors attended.

Newfoundland connection begins

Kazakhstan has long had a thriving onshore industry and Alberta companies number many in that country. But since the largest offshore discovery in 30 years was made in the Kazakhstan sector of the Caspian Sea, future oil and gas opportunities lie in the offshore sector. It is within this context that Newfoundland companies are showing interest in the Kazakhstan market. For the first time, Newfoundland companies were part of KIOGE and the Canadian pavilion. The Canadian Embassy in Kazakhstan also hosted the Newfoundland Ocean Industries Association (NOIA) and International Trade Canada's St. John's office.

Encouraged by what they learned and experienced at KIOGE 2004, NOIA decided that its fall conference entitled *Beyond our Borders: Export Opportunities in Oil and Gas* would highlight Kazakhstan. On November 25, in St. John's, Nira Shearer and Artur Iralin, trade commissioners based in Almaty, Kazakhstan, made presentations about the North Kashagan oil deposit in the northern part of the Caspian Sea. This deposit holds 7 to 9 billion barrels of oil in reserves, and another 9 to 13 billion barrels through secondary recovery. With some $37 billion expected to be invested in the project over the next 15 years, opportunities for Canadian firms promise to be plentiful.

For more information, contact Artur Iralin, Canadian Embassy in Kazakhstan, e-mail: artur.iralin@international.gc.ca.

Southeast Asian missions team up to promote Canadian education

Amid increasing competition to attract foreign students, Canadian embassies and high commissions in Southeast Asia have found that teaming up to share ideas and information is an effective way to help Canadian educational institutions better promote themselves in the region.

Through a loose network comprising Canadian trade officers responsible for promoting education, the embassies and high commissions have a better idea of education promotion activities taking place in the region and can work together to create synergies for these academic institutions.

"It is very helpful knowing which schools are going to be in the region," says Mew Yee Yap, Commercial Officer at the Canadian High Commission in Brunei. "This allows us to make suggestions so that schools get the most out of their visits."

Canada attracted some 4,800 students from Southeast Asia in 2002. Although that accounts for a small portion of the total coming to Canada—about 150,000 in 2002—the number is likely to rise in the coming years thanks to the region's strong economic growth and burgeoning middle class.

Significant promotion work is also being done in the region by the Canadian Education Centre Network (www.cecnetwork.ca).

To better serve schools trying to position themselves in this market, the missions are not only sharing intelligence but leading practices. One idea adopted in several missions and proven successful in the Philippines, is cooperation with other education promotion agencies.

Together with the British Council (www.britishcouncil.org), IDP Education Australia (www.idp.com) and New Zealand Trade and Enterprise (www.nzte.govt.nz), Canada organized three Commonwealth Education Fairs in Manila. "The events have generated significant interest in the Philippines and have become the premier education recruitment fairs in the country," says Robert McCubbing, Trade Commissioner at the Canadian Embassy in Manila.

"These events attract larger audiences than any of the organizations could by themselves and allow potential students to directly compare the advantages of each country," explains McCubbing. "Everyone wins, especially Canadian education, which is even more attractive when compared with other countries," he adds.

The Canadian Embassy in Manila has also been working with the Philippine-American Educational Foundation (www.paef.org.ph) towards a North American education event in February. In addition, Canada, the foundation, other Commonwealth nations and countries such as France, Singapore and Japan, are considering the creation of an international education committee to exchange ideas and examine possible joint projects. "Network-building has become paramount for education promotion," says McCubbing.

For more information, contact Robert McCubbing, Trade Commissioner, Canadian Embassy in Manila, e-mail: robert.mccubbing@international.gc.ca.

Canada readies for five-city business mission to India

INDIA — January 31 - February 15, 2005 — The Government of Canada invites export-ready Canadian companies and professionals from the environment, climate change, geomatics and small hydro sectors to join a business development mission to India. The program will include stops in Mumbai, Kolkata, Hyderabad, Delhi and Dehradun.

The business program will include technical workshops, seminars, one-on-one meetings, networking events and site visits. Participants will have the opportunity to meet with key stakeholders and present their technologies to a targeted audience.

Participants may also wish to exhibit with the Canadian pavilion at Map India and Aqua India & Environment 2005, two fairs that form part of the International Engineering and Technology Fair, one of India's largest trade shows. These events attract companies and government officials from across India and provide a valuable opportunity to interact with key decision makers and potential partners.

For more information, contact Nichole Tremblay (environment), Industry Canada, e-mail: tremblay.nichole@ic.gc.ca, Amanda Kramer (climate change), Industry Canada, e-mail: kramer.amanda@ic.gc.ca, Pak Chagarlamudi (geomatics), Natural Resources Canada, e-mail: pchagarl@NRCan.gc.ca, or Janet Chater (small hydro), International Trade Canada, e-mail: janet.chater@international.gc.ca.

THE CANADIAN TRADE COMMISSIONER SERVICE

Access our market studies and our network of professionals at

www.infoexport.gc.ca

Come and meet trade commissioners from abroad in Canada this winter

Talk business with trade commissioners from abroad when they visit Canada and explore business opportunities in their markets.

With a team of more than 800 trade commissioners in over 140 cities around the world, and an additional 100 trade commissioners in all provinces across Canada, the Canadian Trade Commissioner Service has the market expertise you need to succeed in international markets. Every year, trade commissioners from around the world return to Canada to follow-up with Canadian companies like yours and inform them of emerging business opportunities. This winter, a number of trade commissioners will be attending major trade events that will take place in Canada. Join them at the following events to discuss international business opportunities!

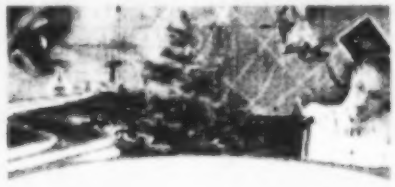
Prospectors and Developers Association of Canada International Convention (PDAC)

www.pdac.ca

Toronto — March 6-9, 2005

Discuss international business opportunities with trade commissioners at PDAC 2005, the gathering place for people and companies involved in the search and development of new mineral deposits and one of the most important events in the world of exploration.

For more information, contact:
Étienne Sum Wah
etienne.sum-wah@international.gc.ca



AMERICANA 2005

www.americana.org

Montreal — April 6-8, 2005

Come and meet with trade commissioners and discover international business opportunities in the environmental industries at Americana, the Pan-American Environmental Technology Trade Show and Conference.

For more information, contact:
Frédéric Fournier
frederic.fournier@international.gc.ca

SIAL Montreal 2004

www.sialmontreal.com

Montreal — April 13-15, 2005

Meet with trade commissioners working in the agriculture, food and beverages sector at SIAL Montreal, the international gathering of professionals of the food sector in North America.

For more information, contact:
Clément Côté
clement.cote@international.gc.ca

For more information *on other trade events and market reports, visit the Trade Commissioner Service Web site at* ***www.infoexport.gc.ca***.

Showcase to feature Canadian building products

BRIDGETOWN, BARBADOS — March 3-4, 2005 — Canadian Export Development (CED) and the Canadian High Commission in Barbados invite Canadian exporters to participate in the **Canadian Construction and Building Products Showcase**, a trade show for the commercial, industrial and domestic building and design industries.

Given the hurricane damage in the Caribbean this year, the process of rebuilding and restoring residential structures, public utilities and other infrastructure is enormous. Buyers from the surrounding islands will be there to purchase the latest building products, materials and equipment from Canadian suppliers.

Opportunities exist for Canadian exporters of niche building products that are technologically innovative. Some of the goods in demand include insulation materials, energy-efficient and environmentally friendly building products, wood-based building products and do-it-yourself home improvement components.

The Canadian High Commission in Barbados will be available to provide Canadian exporters with a number of services like market prospects, local company information, troubleshooting assistance, visit information and key contact information. In addition, trade commissioners will be available for one-on-one briefings. To request these services, contact the Canadian High Commission in Bridgetown, e-mail: bdgtn-td@international.gc.ca, or register for your own Virtual Trade Commissioner at www.infoexport.gc.ca/ie-en/login.jsp.

Note that space is at a premium and confirmation will be made on a first-come, first-served basis. **For more information**, contact Robert Grison, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca.

Demand for wood products in China surges

SHANGHAI, CHINA — March 22-25, 2005 — Canadian companies interested in China's dynamic wood products market may want to attend **WoodBuild China 2005**. The fair is geared to companies and organizations involved in silviculture, logs, lumber, sawn timber, veneer and wood products. It will take place alongside other fairs related to woodworking equipment, furniture and flooring, so it is an excellent one-stop shop.

China's economy continues to grow at a rapid pace, as does Chinese demand for raw materials. Increasingly, China is turning to Canada as a provider of wood both for construction and for items such as furniture. Exports of Canadian wood have doubled since 2002, and have increased nine-fold since 1999. With growth this year of 17.5% (January-July), exports show no signs of slowing down.

There will be a strong Canadian presence at WoodBuild China, so don't miss this opportunity.

For more information, contact Derek Complin, Unilink, tel: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com, Web site: www.unilinkfairs.com/cp/wbc05.

Telecom players gather for world congress

CANNES, FRANCE — February 14-17, 2005 — The **3GSM World Congress**, a global meeting place for the wireless industry, attracts key decision-makers from around the world. Together, the congress and exhibition will facilitate networking between some 28,000 telecom players from more than 173 countries, making it an ideal platform for exchanging ideas and generating new business.

The 2004 event was record-breaking for the exhibition, which featured over 600 companies showcasing a great variety of products and services. The next edition promises to be even bigger.

For more information, contact Sandra Matthews, OCRI Global Marketing, tel.: (613) 828-6274, ext. 252, e-mail: smatthews@ocri.ca.

AGRICULTURE, FOOD & BEVERAGE

TOKYO, JAPAN — March 8-11, 2005 — **Foodex Japan** is the largest food and beverage exhibition in Asia, and the third largest in the world. **For more information**, contact the Japan Management Association, tel.: (011-81-3) 3434-1377/3453, fax: (011-81-3) 3434-8076, e-mail: foodex@convention.jma.or.jp, Web site: www2.jma.or.jp/foodex/en.

BEIJING, CHINA — June 28-30, 2005 — **Food and Hotel China 2005** is an international exhibition for the food, drinks, hospitality, food service, bakery and supermarket industries. **For more information**, contact Louis Ng, China International Exhibitions Ltd., tel.: (011-852) 2876-5118, fax: (011-852) 2520-0750 or 2528-3103, e-mail: louis@chinaallworld.com, Web site: www.fhcbeijing.com.cn.

BIO-INDUSTRIES

DHAKA, BANGLADESH — February 16-18, 2005 — **Asia Pharma Expo 2005** is an international pharmaceutical exhibition that attracted more than 6,000 visitors last year. **For more information**, contact the Bangladesh Association of Pharmaceutical Industries, tel.: (011-880-2) 988-9731, fax: (011-880-2) 881-6767, e-mail: bdass@bol-online.com, Web sites: www.bapi-bd.com or www.asiapharma.org.

ENVIRONMENTAL INDUSTRIES

BANGKOK, THAILAND — October 6-8, 2005 — **Aqua Tech Asia 2005**, an international exhibition on water and waste water technology, is where major water industry partnerships can be established. **For more information**, go to www.aquatechtrade.com/asia, or contact Surin Thanalertkul, Canadian Embassy in Bangkok, e-mail: bngkk-td@international.gc.ca

ICT

HYDERABAD, INDIA — January 12-14, 2005 — **GITEX 2005** is an information and communications technology exhibition and conference that will showcase the latest innovations. **For more information**, go to www.gitexhyderabad.com.

DELHI, INDIA — February 2-4, 2005 — **SuperComm**, which will feature a Canadian pavilion, is a trade fair and conference that brings together international communications industry professionals. **For more information**, contact Janet Chater, International Trade Canada, e-mail: janet.chater@international.gc.ca, or Sandeep Mathur, Industry Canada, e-mail: mathur.sandeep@ic.gc.ca.

MULTI-SECTOR

KARACHI, PAKISTAN — March 26-28, 2005 — The **International Trade and Industry Fair** is a major multi-sector exposition that encompasses engineering, oil and gas, textile, building and construction, as well as automobile and transport events. **For more information**, go to www.itifasia.com, or contact the Canadian Commercial Office in Karachi, tel.: (011-92-21) 561-0672, fax: (011-92-21) 561-0684, e-mail: cancom@fascom.com, Web site: www.infoexport.gc.ca/pk.

POWER EQUIPMENT SERVICES

SHANGHAI, CHINA — April 6-8, 2005 — The 6th **International Exhibition on Nuclear Power** is a direct gateway for manufacturers and suppliers to explore business opportunities in the world's largest electricity market. **For more information**, contact Tina Shih, International Trade Canada, tel.: (613) 996-3607, e-mail: tina.shih@international.gc.ca, Web site: www.castal.com.hk.

TRANSPORTATION

NEW DELHI, INDIA — March 7-9, 2005 — **Busworld India 2005** is an international exhibition on the bus and coach industry. **For more information**, contact S. Sameer Ahmed, Canadian High Commission in New Delhi, tel.: (011-91-11) 5178-2192, fax: (011-91-11) 5178-2041, e-mail: sameer.ahmed@international.gc.ca, Web site: www.international.gc.ca/new-delhi.

BANGKOK, THAILAND — June 14-17, 2005 — **Intertraffic Asia** is the parking, traffic and transport infrastructure industry exhibition and will run concurrently with the **International Road Federation World Meeting**, a global congress for the development and maintenance of better and safer roads and transport systems. **For more information**, go to www.irfbangkok2005.com, or contact Colleen Baker, Canadian Embassy in Bangkok, e-mail: colleen.baker@international.gc.ca.

Enquiries Service

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